



FOR IMMEDIATE RELEASE

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INTERVIEWS: DEAN DEBNAM 888-621-6988 / 919-880-4888 (serious media inquiries only please, other questions can be directed to Tom Jensen)

QUESTIONS ABOUT THE POLL: TOM JENSEN 919-744-6312

NC down on Easley, high on Hunt

Raleigh, N.C. – Last month PPP looked at who North Carolina’s favorites and not so favorites were among the last five Presidents. This month it continues in that vein looking at voter perceptions of the last five Governors.

The run away choice as the least popular Governor since 1972 is Mike Easley. 45% of respondents selected him, with Bev Perdue coming in second at 26%.

Easley has the rare distinction of finishing first in every demographic category that PPP tracks. Even with two Republicans in the mix Easley came out as the least favorite among both liberals and Democrats.

The winner of the popularity contest is four term Governor Jim Hunt, the choice of 41% of respondents. Jim Martin came in second at 21%. Hunt led with almost every subgroup of the population but was beat out in Charlotte, which Martin represented in Congress, and also lost by one point among Republicans.

“Last month when we looked at Presidents George W. Bush came out as the least popular and now Mike Easley joins him,” said Dean Debnam, President of Public Policy Polling. “It makes you wonder if the last few years provided one of the high marks of voter dissatisfaction in North Carolina history.”

Jim Holshouser was one of the least chosen options on both the most and least popular fronts, perhaps an indication that is unknown to most of the North Carolina electorate these days. PPP will ask this same question dealing with Senators on its July poll.

PPP surveyed 784 North Carolina voters from June 12th to 14th. The survey’s margin of error is +/-3.5%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.

Complete results are attached and can be found at www.publicpolicypolling.com.

If you would like an interview regarding this release, please contact Dean Debnam at (888) 621-6988 or 919-880-4888.

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North Carolina Survey Results

Q1 Of the last five Governors, who do you have the highest opinion of: Jim Holshouser, Jim Hunt, Jim Martin, Mike Easley, or Bev Perdue? If Jim Holshouser, press 1. If Jim Hunt, press 2. If Jim Martin, press 3. If Mike Easley, press 4. If Bev Perdue, press 5.

<i>Holshouser</i>	10%
<i>Hunt</i>	41%
<i>Martin</i>	21%
<i>Easley</i>	14%
<i>Perdue</i>	14%

Q2 Of the last five Governors, who do you have the lowest opinion of? If Jim Holshouser, press 1. If Jim Hunt, press 2. If Jim Martin, press 3. If Mike Easley, press 4. If Bev Perdue, press 5.

<i>Holshouser</i>	13%
<i>Hunt</i>	10%
<i>Martin</i>	7%
<i>Easley</i>	45%
<i>Perdue</i>	26%

Q3 Would you describe yourself as a liberal, moderate, or conservative? If liberal, press 1. If moderate, press 2. If conservative, press 3.

<i>Liberal</i>	16%
<i>Moderate</i>	41%
<i>Conservative</i>	43%

Q4 Would you describe the community you live in as urban, suburban, rural, or a small town? If urban, press 1. If suburban, press 2. If rural, press 3. If a small town, press 4.

<i>Urban</i>	14%
<i>Suburban</i>	27%
<i>Rural</i>	27%
<i>Small Town</i>	31%

Q5 If you are a woman, press 1, if a man, press 2.

<i>Woman</i>	53%
<i>Man</i>	47%

Q6 If you are a Democrat, press 1. If you are a Republican, press 2. If you are an independent or identify with another party, press 3.

<i>Democrat</i>	45%
<i>Republican</i>	37%
<i>Independent/Other</i>	18%

Q7 If you are white, press one now. If you are African-American, press two now. If other, press 3.

<i>White</i>	75%
<i>African-American</i>	22%
<i>Other</i>	3%

Q8 If you are 18 to 29 years old, press 1 now. If you are 30 to 45, press 2. If you are 46 to 65, press 3. If older, press 4.

<i>18 to 29</i>	15%
<i>30 to 45</i>	25%
<i>46 to 65</i>	40%
<i>Older than 65</i>	20%

Q9

<i>252</i>	13%
<i>336</i>	20%
<i>704</i>	21%
<i>828</i>	14%
<i>910</i>	13%
<i>919</i>	19%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Favorite Governor				
Holshouser	10%	2%	5%	18%
Hunt	41%	43%	48%	34%
Martin	21%	9%	18%	28%
Easley	14%	19%	14%	13%
Perdue	14%	27%	15%	8%

	Base	Ideology		
		Liberal	Moderate	Conservative
Least Favorite Governor				
Holshouser	13%	27%	13%	8%
Hunt	10%	5%	11%	10%
Martin	7%	11%	10%	3%
Easley	45%	36%	44%	50%
Perdue	26%	21%	23%	30%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Favorite Governor					
Holshouser	10%	6%	8%	15%	11%
Hunt	41%	42%	40%	43%	39%
Martin	21%	18%	26%	23%	16%
Easley	14%	19%	13%	11%	16%
Perdue	14%	15%	13%	9%	18%

	Base	Community Type			
		Urban	Suburban	Rural	Small Town
Least Favorite Governor					
Holshouser	13%	17%	12%	10%	14%
Hunt	9%	10%	11%	7%	10%
Martin	7%	13%	7%	7%	5%
Easley	45%	46%	51%	44%	41%
Perdue	25%	13%	19%	32%	31%





Crosstabs

	Base	Gender	
		Woman	Man
Favorite Governor			
Holshouser	10%	9%	12%
Hunt	41%	38%	44%
Martin	21%	21%	21%
Easley	14%	16%	12%
Perdue	14%	15%	12%

	Base	Gender	
		Woman	Man
Least Favorite Governor			
Holshouser	13%	11%	15%
Hunt	10%	9%	10%
Martin	7%	5%	9%
Easley	45%	45%	45%
Perdue	26%	29%	21%

	Base	Party		
		Democrat	Republican	Independent/Other
Favorite Governor				
Holshouser	10%	5%	15%	13%
Hunt	41%	47%	34%	40%
Martin	21%	10%	35%	19%
Easley	14%	16%	11%	16%
Perdue	14%	22%	4%	13%

	Base	Party		
		Democrat	Republican	Independent/Other
Least Favorite Governor				
Holshouser	13%	20%	4%	13%
Hunt	10%	9%	10%	11%
Martin	7%	11%	3%	4%
Easley	45%	40%	48%	52%
Perdue	26%	20%	35%	19%





Crosstabs

	Base	Race		
		White	African-American	Other
Favorite Governor				
Holshouser	10%	12%	3%	13%
Hunt	41%	38%	50%	44%
Martin	21%	26%	7%	8%
Easley	14%	13%	17%	10%
Perdue	14%	11%	22%	25%

	Base	Race		
		White	African-American	Other
Least Favorite Governor				
Holshouser	13%	10%	24%	2%
Hunt	10%	8%	14%	11%
Martin	7%	5%	12%	9%
Easley	45%	49%	31%	41%
Perdue	26%	27%	19%	37%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Favorite Governor					
Holshouser	10%	9%	5%	9%	20%
Hunt	41%	34%	40%	44%	40%
Martin	21%	11%	26%	22%	20%
Easley	14%	26%	15%	13%	8%
Perdue	14%	21%	15%	12%	11%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Least Favorite Governor					
Holshouser	13%	17%	12%	13%	8%
Hunt	10%	4%	12%	9%	11%
Martin	7%	4%	8%	7%	9%
Easley	45%	37%	42%	46%	54%
Perdue	26%	37%	26%	25%	18%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Favorite Governor							
Holshouser	10%	10%	12%	6%	11%	11%	12%
Hunt	41%	46%	42%	26%	46%	47%	44%
Martin	21%	16%	14%	33%	16%	16%	25%
Easley	14%	14%	19%	18%	14%	10%	8%
Perdue	14%	14%	13%	16%	13%	16%	11%

	Base	Area Code					
		252	336	704	828	910	919
Least Favorite Governor							
Holshouser	13%	16%	13%	11%	13%	20%	8%
Hunt	10%	8%	11%	9%	12%	10%	8%
Martin	7%	6%	8%	5%	8%	5%	9%
Easley	45%	46%	37%	49%	39%	36%	60%
Perdue	26%	24%	31%	27%	28%	28%	16%

